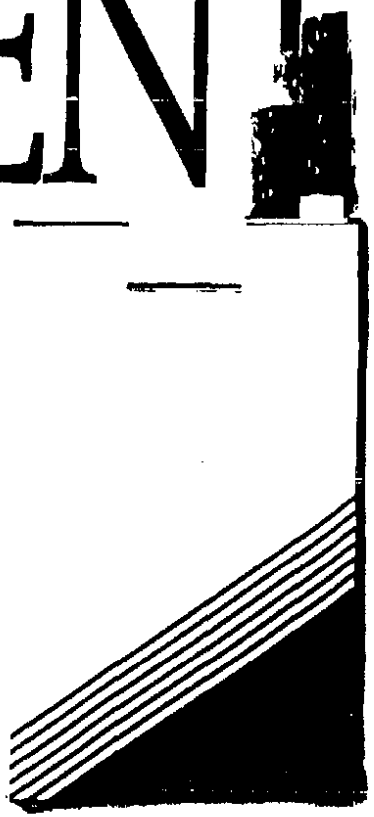
MENTHOL AD

From Philip Morris

NICOTINE EXTRACTED REFRESHMENT



HOW NATURE SUPPLIED THE CATALYST FOR THE NEXT BREAKTHROUGH IN SMOKING.

Cool, brisk, sparkling water. That's what we used to remove nicotine from the tobaccos in the world's first nicotine-extracted menthol.

97% of the nicotine has been removed. Taken away naturally by our patented water process, the same way caffeine is removed from coffee. Leaving our mild, natural tobaccos mild and natural.

But while the nicotine is gone, the brisk menthol flavor is right where you want it.

Making it a distinct, refreshing menthol.

WHAT YOU WANT OUT OF A CIGARETTE.

Available in Lights, Ultra Lights, Regular and Menthol

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SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

CONCEPT AD: ART NAME TEST-I

Source: https://www.industrydocuments.ucsf.edu/docs/tfmj0004